

EVENT SELECTION
DATA SHEET

DATE: November 7, 1984

CITY/STATE: Manchester, NH POPULATION: _____
FESTIVAL: Riverfest
LOCATION: Amoskeag area on the Merrimac River
DATES: 1st weekend after Labor Day ATTENDANCE: 100M
CONTACT NAME: John Hogan TITLE: City Coordinator
ORGANIZATION: _____
PHONE: 603-624-6500
FESTIVAL ACTIVITIES: Roadraces, biergarten, jazz, water activities,
bands
PREVIOUS SPONSORS: City of Manchester, local banks
CURRENT SPONSORS: _____
1985 BUDGET: \$85M
CLIENT TO SPONSOR FIREWORKS: Yes
CLIENT TO SAMPLE: Would need approval
CLIENT ALLOWED BOOTH FOR GIVEAWAYS: Yes
ENTRY TICKETS NUMBERED: \$1.00 fee - yes but lost control of numbers
CLIENT ALLOWED SIGNAGE: They would want control so as not to over-
commercialize the event.
ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS
(POSTERS, PROGRAM, RADIO, TV, ETC.): - Yes
IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS: _____
HOW MANY LOCAL TV STATIONS: 3 Radio: 5 Newspapers: 1 daily
ADDITIONAL INFORMATION: 1 weekly
ATTACHMENT to come

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